<u>Amendment to the claims</u>

Please amend claims 22, 30, 39 and 42, as follows. The status of the claims, following this amendment, is as follows:

Claims 1-21 (cancelled).

Claim 22 (currently amended). A method for tracking the use of a web tool by a web user, comprising, sequentially:

    providing a web user, through a web user computer, access to a web tool;

    in response to the user accessing the web tool, inserting within at least one or more web page files a Broken Image Tracking ("BIT") tag that includes user information associated with the web user's use of the web tool and a BIT URL designating a server, <u>wherein the web page files correspond to desired information to be received and viewed by the user</u>;

    transmitting, from the web tool to the web user computer, the one or more web page files, wherein the one or more web page files are displayed to the web user, and the one or more web page files and the BIT tag are executed by the user computer and, as a result, the user information is transmitted from the user computer directly to the designated server; and

    storing the user information in a database identified by the designated server.

Claim 23 (previously presented). The method of claim 22, and wherein the BIT tag comprises a mark up language image tag.

Claim 24 (previously presented). The method of claim 23, and wherein the BIT tag includes the user information embedded in the BIT URL.

Claim 25 (previously presented). The method of claim 22, and wherein the web tool is provided to a plurality of web users with each user receiving at least one web page including a BIT tag with embedded user information, wherein the user information for each user is transmitted to the designated server.

Claim 26 (previously presented). The method of claim 22, and wherein the user information is stored in an error log within the designated server.

Claim 27 (previously presented). The method of claim 22, and wherein the BIT URL is configured to cause the user computer to retrieve an image file from the designated server, which has an Internet program with an error log, wherein the Internet program stores the user information in the error log in response to an error being generated by the server not finding the file that is to be retrieved.

Claim 28 (previously presented). The method of claim 22, and wherein the BIT URL is configured to cause the user computer to retrieve an image file from the designated server, which has an Internet program with an error log, wherein the processed BIT URL generates an error when the image file is not found by the server, the method further comprising, following transmitting the user information to the designated server, and prior to storing the user information in the database, identifying the BIT URL in response to the generated error, and wherein the database is separate from the error log.

Claim 29 (previously presented). The method of claim 22, and wherein the act of inserting includes inserting the BIT tag in the at least one web page file so that it causes substantially no error graphic to be displayed to the web user in response to an image file designated within the BIT tag not being retrieved.

Claim 30 (currently amended). A system for tracking web users' use of a web tool, comprising:

a web tool server configured to be operably connected to one or more web user computers, the web tool server including a web tool program configured to provide to each web user computer one or more web page files in a web tool session wherein the web page files correspond to desired information to be received and viewed by the user, the web tool server configured to insert within at least one of the web page files associated with the session a Broken Image Tracking ("BIT") tag including a BIT URL and embedded user information associated with the web user's use of the web tool, and wherein:

the web tool is configured to provide the at least one web page to the web user computer to be displayed by the web user computer; and

the at least one web page and the BIT tag are configured to be executed by the web user computer after the web page has been received by the user computer; and

a designated server identified in the BIT URL and configured to be operably connected to the one or more web user computers, wherein the web page file and the BIT tag, when executed by the web user computer, cause the web user computer to transmit to the designated server the user information, and further wherein the designated server is configured to store the user information in a database.

Claim 31 (previously presented). The system of claim 30, and wherein the database is an error log within the designated server.

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Claim 32 (previously presented). The system of claim 31, and wherein the designated server includes an Internet program configured to implement the designated server as a web server, and wherein the Internet program stores user information from the request into the error log in response to an error being generated by the request at the designated server.

Claim 33 (previously presented). The system of claim 32, and wherein the BIT URL designates a broken image file that cannot be found within the designated server, which causes the error to be generated by the Internet program.

Claim 34 (previously presented). The system of claim 30, and wherein the designated server includes an Internet program for implementing a web server with an error log, wherein the user information is stored in the database separate from the error log.

Claim 35 (previously presented). The system of claim 34, and wherein the Internet program includes a BIT module for storing the user information in the database rather than the error log.

Claim 36 (previously presented). The system of claim 30, and wherein the BIT tag is implemented with a mark-up language tag.

Claim 37 (previously presented). The system of claim 36, and wherein the mark up language tag is an HTML image tag.

Claim 38 (previously presented). The system of claim 30, and wherein the Web tool server and designated server are implemented in the same computer.

Claim 39 (currently amended). A web tool system having a capability of tracking a user's use of a web tool, comprising:

a web tool server communicatively linked to a web user computer for providing a web user with access to a web tool, the web tool server including a web tool program configured to generate and provide to the web user computer one or more web page files in connection with the web user engaging in a session with the web tool wherein the web page files correspond to desired information to be received and viewed by the user, the web tool server further being configured to include in the one or more web page files a BIT tag including a BIT URL and embedded user information associated with the web user's use of the web tool, and wherein:

the at least one web page file and the BIT tag are configured to be executed by the user computer after the web page has been received by the web user computer; and

the at least one web page file is configured to be displayed by the web user computer; and

a designated server identified in the BIT URL and communicatively linked to the web user computer, the designated server including a web server with an error log; and

a user information database server communicatively linked to the designated server, wherein the designated server is configured to transfer the user information from the BIT URL to the user information database in response to processing the BIT URL.

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Claim 40 (previously presented). The system of claim 39, and wherein the BIT URL causes the designated server to generate a broken image error, the designated server including a module for transferring the user information into the user information database rather than the error log in response to detecting the generated broken image error.

Claim 41 (previously presented). The system of claim 39, and wherein the BIT URL includes a broken image file designation.

Claim 42 (currently amended). A computer program product for tracking the use of a web tool by a web user, the product comprising computer readable instructions thereon that when executed cause a computer to perform the following sequential acts:

provide a web user through a web user computer access to a web tool;

in response to the web user accessing the web tool, insert within at least one or more web page files, using the web tool, a Broken Image Tracking ("BIT") tag including a BIT URL and embedded user information associated with the web user's use of the web tool, wherein the web page files correspond to desired information to be received and viewed by the user; and

transmit from the web tool to the web user computer the one or more web page files; and

wherein, upon receipt of the web page file by the web user computer:

the one or more web page files are configured to be displayed by the user computer; and

the one or more web page files and the BIT tag are configured to be executed by the user computer upon receipt of the web page file by the web user computer;

the web page file is configured such that, upon execution of the web page file and the BIT tag by the web user computer, the BIT URL is transmitted to a designated server; and

the BIT URL is configured such that, in response to the BIT URL being processed by the designated server, the user information is stored in a database.

(End of Amendment "D".)